

# Our Shoes Have Placed Virginia on a Comfortable Footing...

*We Want to Do the Same for the Carolinas*  
So Stand Up for Your Rights in a Pair of BOSCHEN SHOES---Sold at Retail Through the Mail

Safest for Pavings—  
**Boschen Shoes**

Everybody Walks but  
Father, he didn't buy  
**Boschen Shoes**

You are More to Be Fitted  
Than Tortured—  
**Boschen Shoes**

Take the Tip from Us, \$4  
for the Rest of the Shoes—  
Boschen.

"Next to Nature" "For  
Human Feet," Boschen Shoes  
Can't Be Beat.

What Size Do You Wear?  
No, No! We Mean  
**Boschen Shoes**

If you have anything to Kick  
About, Kick About in Boschen  
"Kicks."

Don't Limp—It's Ungraceful  
—See Boschen.

Two-Cylinder Run-Abouts  
—Air-cooled, \$4.  
**Boschen Shoes**

Land Foot Foremost—But  
Have the Feet Looking Good  
in  
**Boschen Shoes**

## WHO WE ARE

In 1848, about fifteen years before the Civil War, when this city was a village, Main Street east of Thirteenth a foot path, and Broad Street west of Fourth was occupied by frog ponds—before mule cars were thought of, electric cars were dreamed of, or automobiles were smelled of, there was established in this city, by John H. Boschen, a "plant" for the manufacturing of Boots and Shoes by the hand method, at 507 East Broad Street, and the product was "so different" that it soon became necessary to add the two adjoining stores, 509 and 511 East Broad (part of the site now occupied by Miller & Rhoads). As years went by the business was acquired by his son, Herman C. Boschen, who showed the same ability to make people love to grow up in Boschen Shoes, continuing to sell grandfather, father and grandson of the same families that had dealt with the founder of the concern. The establishment has now passed to W. H. & H. Carl Boschen, under whose management for the past twelve years the business has prospered, and each year shows an ever increasing desire on the part of the public to walk on the level in Boschen's Shoes. This establishment is the oldest retail concern of any kind in this country that has never moved, changed its name or ever passed out of the hands of the direct descendants of the founder—which would have been impossible had not the shoe-buying public been always appreciative of the efforts on the part of the owners.

We herewith announce the opening of our 128th season, and we do not hesitate to say, that, as usual, we are displaying the most up-to-date, or "now" Shoes, that have ever been shown the public—they have that "Boschen" about them that no other Shoes have.

## OUR CREED:

**WE** have confidence in the firm we are working for.  
**WE** believe in the Shoes we are selling and in our ability to please.  
**WE** are confident that a customer gets what he is going after if he comes to us.  
**WE** believe that honest Shoes can be sold to honest people by honest and intelligent methods.  
**WE** believe in hustling, not bustling; in laughing, not knocking, and in the pleasure of selling our Shoes.  
**WE** believe that one pair of Shoes sold right to-day is worth two pairs to-morrow, and that every customer can stand up for his rights in a pair of our Shoes.  
**WE** believe that the Shoes we are selling to-day will help us to sell more to-morrow, and the absolute reward square dealing holds for us in the future.  
**WE** believe in courtesy, in kindness, in generosity, in good fellowship and competition that is honest.  
**WE** believe that the people of the Carolinas are entitled to the best, and we are confident that we can supply that best.  
**WE** believe that the man, woman or child who reads this advertisement will buy a pair of our shoes—probably to-day, surely to-morrow—if not then, we can wait until next week. We have been hustling while we wait for over sixty years.  
AND REMEMBER, every pair of Boschen Shoes bears an undercurrent of good feeling for you.

The Original "Corn-Dodgers."  
**Boschen Shoes**

Two Soles with but a single  
thought—Comfort.  
**Boschen Shoes**

Upon My Sole! of Boschen  
Shoes I Stand in Comfort.

Standing Room Only in Our  
Shoes—No Space for Corns  
and Things—Boschen.

Shoo Your Children to  
Boschen and we will Shoe 'em  
Home.

You are entitled to Comfort;  
Stand up for Your Rights in a  
Pair of Our Shoes—Boschen.

Sold Again—when you buy  
the Others. Half-Soled again  
when you wear Boschen Shoes.

Make your tracks in the  
sands of Time with Boschen  
Shoes.

In Business in 1848—Busi-  
ness in US 1912. The Young-  
est Old Concern in the South.  
**Boschen Shoes**

"Honesty is the  
Best Policy"---  
The honest values in Boschen  
Shoes prove the truth of that  
maxim.

507 East  
Broad St.

**Boschen**

Richmond,  
Virginia

"To Have and  
to Hold"---  
Your trade if you buy Boschen  
Shoes.